

Press Release

FAMILY COMPANY CELEBRATES 70 YEARS WITH \$50,000 NURSING HOME DONATION

THE Wen Ken Group – one of Singapore’s oldest family companies and now one of Asia’s largest TCM and OTC health product companies – will celebrate its 70 years with a \$50,000 donation to the Home Nursing Foundation at the Toa Payoh HDB Hub on October 21.

More than 50 guests from various charitable and TCM associations and practitioners will be among guests at the function, which will include a public exhibition showcasing the Wen Ken Group’s history.

Managing director Fu Weng Leng said the donation to the HNF reflected the group’s theme for its milestone anniversary, *Love and Gratitude*.

“Our customers have stayed loyal to us over the seven decades and have helped us grow into the group that we have become,” Mr Fu said.

“We thought it only fitting that we show them our gratitude by supporting the HNF, which does a great job looking after those in their twilight years – people who were part of our early years.”

The group’s slogan, roughly translated into English means “remembering the source of the water you drink from”, mirrors its core value of remembering those who have contributed to its success todate.

Established in 1976 by former Deputy Prime Minister and Minister of Health, Dr Toh Chin Chye, the HNF is a non-profit, voluntary welfare organization that provides home nursing services to the poor elderly sick.

The majority of HNF patients are above 60 with financial difficulties and are chronically ill with diabetes, high blood pressure, high cholesterol and heart disease, among other things.

The foundation spends \$3million each year.

In 2006/2007, its nurses made a total of 30,416 visits to 4,341 patients – an increase of 1,100 on financial year 2005/2006.

The Active Swim is one of the activities the foundation is using to promote its key message of ‘active ageing’.

The HNF is targeting 500 participants in what will now be called the Wen Ken - HNF Active Swim at the Toa Payoh Sports & Recreation Centre to help raise \$200,000.

The participants, to be drawn from corporations, the public and schools, will be asked to swim 5,000 laps collectively.

HNF staff and nurses will also be stroking their way to achieving this goal.

The Wen Ken Group had humble beginnings, when four Singaporean Chinese families joined forces in 1937 to make and market home-made medicinal products.

These included cooling water, cough syrups, headache powder and skin solution, which they marketed under the now widely known Three Legs Brand.

By dint of hard work, if not a little foresight, they collectively built up the business which, today, includes subsidiaries and associated companies that produce and market a range of TCM products and allopathic OTC pharmaceuticals, health supplements and food products.

In one capacity or another, the subsequent generations of the founding fathers remain involved in the group, which has become one of the largest of its kind in Asia with its headquarters in Singapore, factories and offices in Malaysia, Indonesia and overseas.

Wen Ken's markets span the globe – from ASEAN countries, South Asia, China, Australia to the Middle East, Europe and North America.

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